

Guidelines for Tracking Programming Statistics beginning in 2022

Track the following types of programs separately:

- Synchronous (Live) **In-Person** Programs
 - # of events (at the library vs off-campus)
 - # of people attending
 - Age group of target audience ([children 0-5](#), [children 6-11](#), teens, adults, general)
- Synchronous (Live) **Virtual** Programs
 - # of streaming events (Facebook, Zoom, Skype, etc.)
 - # of live views/maximum concurrent live views (depending on platform) [based on number of connected devices](#)
 - Age group of target audience ([children 0-5](#), [children 6-11](#), teens, adults, general)
- Asynchronous (**Recorded**) Programs
 - # of library-created program sessions posted online for asynchronous patron access. [Count programs that were originally streamed live but later archived both here and as a live virtual program.](#)
 - # of page views/hits for [a period of seven days after the presentation was posted.](#)



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